

Amendments to the Claims:

1. (Currently Amended) A method for providing price information, comprising the steps of:
 - receiving a request for price information associated with at least one item;
 - obtaining database results from a database responsive to the request;
 - modifying at least one entry in the database results to reflect a more competitive price when compared to another entry in the database results based at least partially on availability of the at least one item at an otherwise less competitive price;
 - and providing the database results to a consumer after completing the modifying step.
2. (Original) The method of claim 1, wherein the at least one entry is modified in real time.
3. (Original) The method of claim 1, wherein the at least one entry is modified based on recently obtained information stored in cache.
4. (Original) The method of claim 1, wherein the at least one entry is modified based on information obtained through a batch process.
5. (Original) The method of claim 1, wherein the database results are modified by combining a price and a non-monetary incentive to produce the more competitive price.
6. (Original) The method of claim 1, wherein the database results are modified using at least one of increasing the price, decreasing the price, and modifying the price, based on a level of service provided, to produce the more competitive price.
7. (Original) The method of claim 1, wherein the database results are modified by changing the availability of a class fare to produce the more competitive price.

8. (Original) The method of claim 1, wherein the database results are modified by marking up the at least one entry, while maintaining a competitive price.

9. (Original) The method of claim 1, wherein the database results are modified by submitting in real time a second request to a second database and receiving information to produce the more competitive price.

10. (Original) The method of claim 9, wherein the received information from the second database is based on information received with the second request.

11. (Currently Amended) A method for receiving price information, comprising:
providing a request for price information associated with an item;
receiving database results responsive to the request, including at least one entry that has been modified with information from a database to reflect a more competitive price when compared to another entry in the database results based at least partially on availability of the item at an otherwise less competitive price.

12. (Original) The method of claim 11, wherein the at least one entry is modified in real time.

13. (Original) The method of claim 11, wherein the at least one entry is modified based on recently obtained and stored information.

14. (Original) The method of claim 11, wherein the at least one entry is modified based on information obtained through a batch process.

15. (Original) The method of claim 11, wherein the at least one entry is modified by combining a price and a non-monetary incentive to produce the more competitive price.

16. (Original) The method of claim 11, wherein the at least one entry is modified by using at least one of increasing the price, decreasing the price, and modifying the price, based on a level of service provided, to produce the more competitive price.

17. (Original) The method of claim 11, wherein the at least one entry is modified by changing the availability of a class fare to produce the more competitive price.

18. (Original) The method of claim 11, wherein the at least one entry is modified by marking up the at least one entry, while maintaining a competitive price.

19. (Original) The method of claim 11, wherein the at least one entry is modified by submitting in real time a second request to a second database and receiving information to produce the more competitive price.

20. (Original) The method of claim 19, wherein the received information from the second database is based on information received with the second request.

21. (Currently Amended) A method for providing information, comprising:
receiving a request for information associated with at least one item;
obtaining database results from a database responsive to the request;
modifying at least one entry in the database results to reflect a more competitive position when compared to another entry in the database results based at least partially on availability of the at least one item at an otherwise less competitive price; and
providing the database results to a consumer after completing the modifying step.

22. (Original) The method of claim 21, wherein the at least one entry is modified in real time.

23. (Original) The method of claim 21, wherein the at least one entry is modified based on recently obtained and stored information.

24. (Original) The method of claim 21, wherein the at least one entry is modified based on information obtained through a batch process.

25. (Original) The method of claim 21, wherein the at least one entry is modified by combining a price and a non-monetary incentive to produce the more competitive position.

26. (Original) The method of claim 21, wherein the at least one entry is modified by using at least one of increasing a price, decreasing the price, and modifying the price, based on a level of service provided, to produce the more competitive position.

27. (Original) The method of claim 21, wherein the at least one entry is modified by changing the availability of a class fare to produce the more competitive position.

28. (Original) The method of claim 21, wherein the at least one entry is modified by marking up the at least one entry, while maintaining a competitive position.

29. (Original) The method of claim 21, wherein the at least one entry is modified by submitting in real time a second request to a second database and receiving information to produce the more competitive position.

30. (Original) The method of claim 29, wherein the received information from the second database is based on information received with the second request.

31. (Currently Amended) A method for providing information, comprising:
receiving from a potential customer ~~requester~~ a request specifying at least one item from a set of products and services of interest;

determining a price for the specified at least one item associated with at least one supplier from a set of suppliers capable of providing the specified at least one item;

modifying the price for the at least one item associated with the at least one supplier from the set of suppliers to reflect a more competitive position when compared to the price associated with at least one supplier in the set of suppliers; and

providing price information to the potential customer ~~requestor~~, including the modified price only after modifying the price.

32. (Original) The method of claim 31, wherein the price for the at least one item is modified in real time.

33. (Original) The method of claim 31, wherein the price for the at least one item is modified based on recently obtained and stored information.

34. (Original) The method of claim 31, wherein the price for the at least one item is modified based on information obtained through a batch process.

35. (Original) The method of claim 31, wherein the price to reflect the more competitive position is modified by combining the price with a non-monetary incentive to produce the more competitive position.

36. (Original) The method of claim 31, wherein the price of at least one item is modified by using at least one of increasing a price, decreasing the price, and modifying the price, based on a level of service provided, to produce the more competitive position.

37. (Original) The method of claim 31, wherein the price of the at least one item is modified by changing the availability of a class fare to produce the more competitive position.

38. (Original) The method of claim 31, wherein the price of the at least one item is modified by marking up the price, while maintaining a competitive position.

39. (Original) The method of claim 31, wherein the price of the at least one item is modified by submitting in real time a second request to a database and receiving information to produce the more competitive position.

40. (Original) The method of claim 39, wherein the received information from the second database is based on information received with the second request.

41. (Currently Amended) A network node that provides information, comprising:
a receiving device for receiving a request for information associated with an item;
a database, accessible by the device, that provides results responsive to the request;
a rule processor that modifies at least one entry in the database results to reflect a more competitive position when compared to another entry in the database results based at least partially on availability of the item at an otherwise less competitive price; and
a display device that displays the results to a consumer after the rule processor modifies the at least one entry.

42. (Original) The network node of claim 41, wherein the rule processor modifies the at least one entry in real time.

43. (Original) The network node of claim 41, wherein the rule processor modifies the at least one entry based on recently obtained and stored information.

44. (Original) The network node of claim 41, wherein the rule processor modifies the at least one entry based on information obtained through a batch process.

45. (Original) The network node of claim 41, wherein the rule processor modifies the at least one entry by combining a price and a non-monetary incentive to produce the more competitive position.

46. (Original) The network node of claim 41, wherein the rule processor modifies the at least one entry by using at least one of increasing a price, decreasing the price, and modifying the price, based on a level of service provided, to produce the more competitive position.

47. (Original) The network node of claim 41, wherein the rule processor modifies the at least one entry by changing the availability of a class fare to produce the more competitive position.

48. (Original) The network node of claim 41, wherein the rule processor is located in a second network node and modifying the at least one entry comprises submitting in real time the request to the rule processor and receiving information with the more competitive position.

49. (Currently Amended) A network node system that provides information, comprising:

means for receiving a request for information associated with an item;
means for obtaining from a database results responsive to the request;
means for modifying at least one entry in the results to reflect a more competitive position when compared to another entry in the results based at least partially on availability of the item at an otherwise less competitive price; and

means for providing the results to a consumer after completing the modification of the at least one entry.

50. (Original) The system of claim 49, wherein the means for modifying the at least one entry modifies the at least one entry in real time.

51. (Original) The system of claim 49, wherein the means for modifying the at least one entry modifies the at least one entry based on recently obtained and stored information.

52. (Original) The system of claim 49, wherein the means for modifying the at least one entry modifies the at least one entry based on information obtained through a batch process.

53. (Original) The system of claim 49, wherein the means for modifying the at least one entry modifies the at least one entry by combining a price and a non-monetary incentive to produce the more competitive position.

54. (Original) The system of claim 49, wherein the means for modifying the at least one entry modifies the at least one entry by using at least one of increasing a price, decreasing the price, and modifying the price, based on a level of service provided, to produce the more competitive position.

55. (Original) The system of claim 49, wherein the means for modifying the at least one entry modifies the at least one entry by changing the availability of a class fare to produce the more competitive position.

56. (Original) The system of claim 49, wherein the means for modifying the at least one entry modifies the at least one entry by marking up the at least one entry, while maintaining a competitive position.

57. (Original) The system of claim 49, wherein the means for modifying the at least one entry modifies the at least one entry by submitting in real time a second request to a second database and receiving information to produce the more competitive position.

58. (Original) The system of claim 57, wherein the received information from the second database is based on information received with the second request.

59. (Currently Amended) A method for providing information, comprising:
receiving a request for information associated with an item;
obtaining results from at least one server responsive to the request;
modifying at least one entry in the results to reflect a more competitive position when compared to other entries in the results based at least partially on availability of the item at an otherwise less competitive price; and
providing the results to a consumer after the at least one entry is modified.

60. (Original) The method of claim 59, wherein modifying the at least one entry includes providing the at least one entry at cost to reflect the more competitive position.

61. (Original) The method of claim 59, wherein modifying the at least one entry further comprises sharing revenue derived from a sale of the at least one entry between an agent and a supplier of the item.

62. (Original) The method of claim 59, wherein modifying the at least one entry includes providing the more competitive position for the at least one entry in exchange for a non-monetary incentive.

63. (Original) The method of claim 59, wherein modifying the at least one entry includes applying a set of supplier rules to the at least one entry to determine a price associated with the at least one entry.

64. (Original) The method of claim 63, wherein applying the set of supplier rules includes increasing the price associated with the at least one entry to match at least one of the other entries in the results.

65. (Original) The method of claim 63, wherein applying the set of supplier rules includes providing the more competitive position, while maintaining a minimum price for the at least one entry.

66. (Original) The method of claim 63, wherein applying the set of supplier rules includes providing the more competitive position, while maintaining a premium value above at least one of the other entries in the results.

67. (Original) The method of claim 59, wherein modifying the at least one entry includes using one of real time, recently stored, and batched information.

68. (Original) The method of claim 59, wherein modifying the at least one entry includes combining a price and a non-monetary incentive to produce the more competitive position.

69. (Original) The method of claim 59, wherein modifying the at least one entry includes increasing the price, decreasing the price, and modifying the price, based on a level of service.

70. (Original) The method of claim 59, wherein modifying the at least one entry includes changing the availability of a class fare to produce the more competitive position.

71. (Original) The method of claim 59, wherein modifying the at least one entry includes marking up the at least one entry above a supplier provided price and sharing the revenue derived from the at least one entry between the supplier and an agent, which provided the at least one entry to the consumer.

72. (Original) The method of claim 71, wherein marking up the at least one entry includes negotiating a price between the supplier and agent and marking up the price by using one of a percentage or an amount for the agent to derive revenue from the at least one entry.

73. (Original) The method of claim 71, wherein marking up the at least one entry above the supplier provided price includes marking up the supplier provided price to be one of equal and less than other entries in the results.

74. (Currently Amended) A network node that provides information, comprising:
means for receiving a request for information associated with an item;
means for providing results responsive to the request;
means for modifying at least one entry in the results to reflect a more competitive position when compared to other entries in the results based at least partially on availability of the item at an otherwise less competitive price; and
means for displaying the results to a consumer after the at least one entry is modified.

75. (Original) The network node of claim 74, wherein the means for modifying the at least one entry modifies the at least one entry by providing the at least one entry at cost to reflect the more competitive position.

76. (Original) The network node of claim 74, wherein the means for modifying the at least one entry shares revenue between an agent and a supplier of the item.

77. (Original) The network node of claim 74, wherein the means for modifying the at least one entry provides the more competitive position in exchange for a non-monetary incentive.

78. (Original) The network node of claim 74, wherein the means for modifying the at least one entry applies a set of supplier rules to the at least one entry to determine a price associated with the at least one entry.

79. (Original) The network node of claim 78, wherein the set of supplier rules applied include rules for increasing the price associated with the at least one entry to match at least one of the other entries in the results.

80. (Original) The network node of claim 78, wherein the set of supplier rules include rules for providing the more competitive position, while maintaining a minimum price for the at least one entry.

81. (Original) The network node of claim 78, wherein the set of supplier rules include rules for providing the more competitive position, while maintaining a premium value above at least one of the other entries in the results.

82. (Original) The network node of claim 74, wherein the means for modifying the at least one entry modifies the at least one entry by using one of real time, recently stored, and batched information.

83. (Original) The network node of claim 74, wherein the means for modifying the at least one entry modifies the at least one entry by combining a price and a non-monetary incentive to produce the more competitive position.

84. (Original) The network node of claim 74, wherein the means for modifying the at least one entry modifies the at least one entry by using one of increasing the price, decreasing the price, and modifying the price, based on a level of service provided.

85. (Original) The network node of claim 74, wherein the means for modifying the at least one entry modifies the at least one entry by changing the availability of a class fare to produce the more competitive position.

86. (Original) The network node of claim 74, wherein the means for modifying the at least one entry marks up the at least one entry above a supplier provided price and shares the revenue derived from the at least one entry between the supplier and an agent, which provided the at least one entry to the consumer.

87. (Original) The network node of claim 86, wherein the means for modifying the at least one entry marks up the at least one entry by negotiating a price between the supplier and agent and marks up the price by using one of a percentage and amount for the agent to derive revenue from the at least one entry.

88. (Original) The network node of claim 86, wherein the means for modifying the at least one entry marks up the at least one entry by increasing the supplier provided price to be one of equal and less than other entries in the results.

89. (New) The method of Claim 1, wherein the database includes entries for the at least one item at a plurality of prices, and wherein modifying at least one entry in the database comprises making the at least one item that was previously available at the less competitive price to be available at the more competitive price.

90. (New) The network node of Claim 41, wherein the database includes entries for the item at a plurality of prices, and wherein the rule processor modifies at least one entry in the results by making the item that was previously available at the less competitive price to be available at the more competitive price.